

## SPEAKER:

**Melinda Hemmelgarn, MS, RD** is a Registered Dietitian and Project Specialist for the Missouri Department of Health and Senior Services, Health Promotion Unit. Ms. Hemmelgarn is certified in adult weight management through the American Dietetic Association, and has over 20 years of experience in health and nutrition communications. She is a regular guest on KFRU 1400 talk radio, and KMIZ, the ABC affiliate in Columbia, MO. She is also a columnist for the Columbia Daily Tribune; her weekly "Food Sleuth" column covers a variety of topics ranging from food marketing, consumer diet trends, and nutrition and health. Ms. Hemmelgarn received her undergraduate degree in food and nutrition from Florida State University and completed her dietetic internship through Cornell University. She received a masters degree in human nutrition and foods from the University of Missouri, where she coordinated a Nutrition Communications Center for 15 years. Ms. Hemmelgarn is a member of the American Dietetic Association and the Alliance for a Media Literate America. She is passionate about bringing consumers health and nutrition information to improve the quality of their lives.



Missouri Department of Health and Senior Services  
WIC and Nutrition Services Unit  
Nutrition Training Institute  
930 Wildwood, P.O. Box 570  
Jefferson City, Missouri 65102-0570

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### Why Is Media Literacy Education Important?

Media images and messages are contributing factors to a variety of public health concerns including nutrition, obesity, body image, and dieting. Today's information technologies communicate to us through a powerful combination of words, images, and sounds. Media literacy education empowers people by providing a set of critical thinking skills they can use when receiving media messages.

"Recent years have seen an explosion in electronic media marketed directly at the very youngest children in our society."  
*Kaiser Family*

This program has been approved for 5 CPEs by the Commission on Dietetic Registration (CDR), the credentialing agency for the American Dietetic Association.

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## Media Literacy: An Innovative Approach for Prevention and Management of Childhood Overweight



**Held At Lenoir Woods Community Center,  
Columbia, MO  
September 26, 2005**

Sponsored By  
Nutrition Training Institute  
WIC and Nutrition Services Unit  
Missouri Department of Health  
and Senior Services

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## Agenda:

9:00 - 9:20 am	Sign-In
9:20 - 9:30 am	Introduction and Announcements
9:30 - 11:00 am	CDC's Evidence-Based Weight Management Interventions
11:00 - 11:10 am	Break
11:10 - 12:00 pm	Media Literacy: What Is It?
12:00 - 1:30 pm	Lunch On Your Own
1:30 - 2:30 pm	Applying Media Literacy Education
2:30 - 2:40 pm	Break
2:40 - 4:00 pm	Hands-On Media Analysis
4:00 - 4:30 pm	Review Counseling Strategies, State Program, and Q & A
4:30 pm	Adjourn



"Television and other media represent one of the most important and under-recognized influences on children and adolescents' health and behavior. Their impact should eliciting serious concern."

*Pediatrics*



"Media literacy nutrition education workshops should be developed for Dietitians and other health professionals, as they must provide the public with the skills to evaluate advertising on television and in other media channels as well."

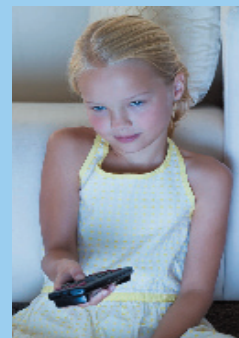
*American Dietetic Association*

## Goal:

- To empower caregivers to take responsibility for the nutrition environment of children.

## Learning Objectives:

- Become familiar with the CDC's evidence-based nutrition and physical activity interventions to prevent obesity and other chronic diseases.
- Recognize the impact of the media on eating behaviors, food choices, and body image as a contributor to the rising rates of childhood overweight.
- Identify food advertising and marketing channels used to target children and adolescents.
- Learn critical thinking strategies to help counter media's impact on youth.
- Learn counseling strategies for successful weight management and for raising media-savvy children.



"Studies have shown obesity in children to be associated with heavy TV viewing. The most commonly advertised foods on TV during children's programming are typically high in sugar, salt, and fat."

*American Academy of Pediatrics*

## Registration Form for September 26, 2005 in Columbia

Please print the information below and mail by **Sept. 20th.**

NAME: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

PLACE OF EMPLOYMENT: \_\_\_\_\_

ARE YOU A WIC EMPLOYEE? ☐ YES ☐ NO

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE NUMBER: (\_\_\_\_) \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WIC Employees

May Attend Free and Should Send The

Registration Form To:

**Attn: Michele Bailey, Columbia's Media Training  
Missouri Department of Health  
and Senior Services, WICNS Unit  
P.O. Box 570, Jefferson City, MO 65102-0570**



All Others Attendees

Must Pay A Non-Refundable

Registration Fee of \$50.00.

Please Make Checks Payable To:

**Missouri Department of Health  
and Senior Services**

and Mail To:

**Attn: Fee Receipts - Media Literacy Training  
Missouri Department of Health  
and Senior Services  
P.O. Box 570, Jefferson City, MO 65102-0570**

Confirming E-mail With Site Information  
Will Be Sent To You As Your Receipt.  
Please Call Michele Bailey At (573) 751-6183  
With Questions About Registration.